



Media Information

31 August 2011

Thousands of Marathon Runners Sign Up to Join Team BMW

Team BMW members stand a chance to win a brand new BMW X1 sDrive18i.

Singapore. Nearly 3,000 participants in the Standard Chartered Singapore Marathon 2011 have already signed up to join Team BMW since registration opened just three weeks ago. This year, all local Singaporeans and Permanent Residents who register for the Full or Half Marathon and join Team BMW stand the chance to win a brand new BMW X1 sDrive18i.

"BMW is thrilled at the sign-up numbers we've seen so far and we expect to see many more to join Team BMW ahead of the big event on 4 December. The first of the various Team BMW training clinics is scheduled to start soon, offering members expert coaching as well as an opportunity to further their chances of winning a brand new BMW X1 sDrive18i," said Mr. Neil Fiorentinos, Managing Director, BMW Group Asia.

Join Team BMW

All local Singaporeans and Permanent Residents (above the age of 18 as of 4th August 2011) who sign up for the Full or Half Standard Chartered Marathon Singapore 2011 are eligible to join Team BMW. This group will be invited to a microsite where they complete their Team BMW registration. The closing date for registration is by 14th October 2011.

As a member of the exclusive Team BMW, the runners will receive expert coaching to hone

their technique ahead of the Standard Chartered Marathon Singapore on 4 December. Various Team BMW training clinics will be staged in the build-up to the Marathon, providing the runners with expert tips on how to train and race efficiently in order to produce their optimal performance.

Win the BMW X1 sDrive18i

1 BMW Point = One chance to win

All registered members of Team BMW will automatically be awarded **1 BMW point** which equates to one entry in the Team BMW Finishers' Draw to win the BMW X1 sDrive18i.

Team BMW members are able to earn even more points in the build-up to 4 December, simply by attending the various Team BMW training clinics and activities that BMW Asia is organizing ahead of Singapore's marquee running event. The more points the Team BMW members earn, the more entries they have going into the Draw.

Participants must complete their designated race category on 4 December to remain eligible for the Draw.

The BMW X1 sDrive18i comes with all the features so typical of a BMW X model and at the same time offers a new interpretation of BMW's Sheer Driving Pleasure. This youngest member in the wide range of BMW X models stands for versatile sportiness and supreme agility, with looks characterized by self-confident elegance and modern style. The BMW X1 brings together the features typical of a Sports Activity with the driving characteristics, dynamic performance and outstanding fuel economy and emission management of the BMW 1 Series.

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About BMW Group Asia

Established in 1985, Singapore is the regional office for BMW Group Asia, which has market responsibility for all importers in the East Asia region, as well as the BMW Group subsidiary in Indonesia.

The Singapore office is also the regional centre for key corporate functions from purchasing to treasury centre and financial services. It is also home to BMW Group DesignworksUSA and the regional office for Rolls-Royce Motor Cars.

The BMW Group presents three brands – BMW, MINI and Rolls-Royce Motor Cars.